

Summary of Residential Lighting Programs in the United States and Canada



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Product Types Included by Program

Organization	CFLs	Fluorescent Fixtures	LED Lamps	LED Fixtures	Other
American Electric Power - Ohio	X	X	X	X	
Avista Utilities	X				
BC Hydro	X	X	X	X	LED Holiday Lights
Cape Light Compact	X	X	X	X	
City of Palo Alto Utilities	X		X		LED Holiday Lights
Commonwealth Edison	X	X	X		
Connecticut Light and Power	X	X	X	X	
DTE Energy	X				LED Holiday Lights
Efficiency Vermont	X	X	X	X	
Energy Trust of Oregon	X			X	
Great River Energy	X		X		Decorative LEDs
Hydro-Québec	X	X		X	
Idaho Power Company	X	X		X	
Louisville Gas and Electric / Kentucky Utilities Company (LG&E and KU)	X				
Long Island Power Authority (LIPA)	X	X	X	X	Cold Cathode CFLs
Midwest Energy Efficiency Alliance (MEEA)	X	X		X	
National Grid	X	X		X	
New Hampshire Electric Cooperative	X	X		X	
NYSERDA	X	X		X	
NSTAR Electric	X	X	X	X	
NV Energy	X	X		X	

CEE Residential Lighting Program Summary

Organization	CFLs	Fluorescent Fixtures	LED Lamps	LED Fixtures	Other
Pacific Power (California)	X	X			
Pacific Power (Washington)	X	X			
PECO	X				
PPL Electric Utilities	X	X		X	Controls, Metal Halide
Progress Energy Carolinas	X				
Public Service Company of New Mexico (PNM)	X		X		
Public Service of New Hampshire	X	X		X	
Puget Sound Energy	X	X			
Rocky Mountain Power (Idaho)	X	X			
Rocky Mountain Power (Utah)	X	X			
Rocky Mountain Power (Wyoming)	X	X			
Salt River Project	X		X		LED Holiday Lights
San Diego Gas and Electric	X	X	X		LED Holiday Lights
Snohomish County Public Utility District #1	X		X	X	
Southern Minnesota Municipal Power Agency (SMMPA)	X	X	X	X	
Tacoma Power	X	X			
Unitil	X	X		X	
UNS Electric, Inc.	X				
Vectren Energy Delivery	X				
Xcel Energy	X				

Organization	American Electric Power - Ohio
Type	Utility
Service Territory	Nearly 1.3 million residential electric customers in Ohio
Program Name	SMART Lighting Program
Program Background	
Budget	Approximately \$5.6 Million for 2011
Goals and Objectives	Overall Goals: Our goal is to increase the market penetration of energy-efficient lighting within AEP Ohio's service territory by offering incentives for ENERGY STAR® qualified lighting products purchased through various retail channels. We would also like to increase customer awareness of energy efficiency lighting technologies and promote proper CFL disposal. Evaluation Methods: Number of units, kWh and kW savings
Contact	Amy Collins, EE/PDR Coordinator (614) 883-7892, acollins@aep.com
Web Site	http://www.gridSMARTOhio.com
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR qualified CFLs; LED lamps and fixtures are available for purchase through our website 2011 Budget: \$5.6 million Promoted Through: In-store demonstrations, POP materials, field representatives, community events and our website Program Targeted To: AEP Ohio Consumers
Fixtures	AEP Ohio customers may purchase discounted CFL floor lamps, table lamps, wall fixtures and ceiling fixtures from our website, gridSMARTOhio.com .
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	We are currently evaluating PY2.
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2012	Our 2012-2014 plans are still in development.

CEE  Residential Lighting Program Summary

Organization	Avista Utilities
Type	Utility
Service Territory	About 353,000 electric customers in eastern WA and northern ID, and 313,000 natural gas customers in eastern WA, northern ID, and southern OR
Program Name	Simple Steps, Smart Savings Program (BPA-retail buy-down), CFL Distribution Program, \$ for Change (School CFL Fundraiser Program) and CFL Recycling Program
Program Background	
Budget	Calendar year budget cycle and \$500,000 budget
Goals and Objectives	Overall Goals: 13,000,000 kWh savings Evaluation Methods: TRC
Contact	Camille Martin, DSM Program Manager (509) 495-4276, camille.martin@avistacorp.com
Web Site	http://www.avistautilities.com , http://www.everylittlebit.com
2011 Program Components	
Replacement Lamps	Technologies Included: Twists and specialty CFLs 2011 Budget: \$500,000 Promoted Through: Contractor / Retailers / Avista Program Target: Avista Electric Residential Customer
Fixtures	N/A
Other Technologies	No
Comprehensive Lighting Programs	No Metrics and Methods: NEEA RTF
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Same as 2010

Organization	BC Hydro
Type	Utility
Service Territory	1.6 million residential customers across British Columbia
Program Name	ENERGY STAR Lighting Program
Program Background	
Budget	The program's total budget is approximately \$14.9 million from July 2010 through March 2014. This is for both ENERGY STAR Fixtures and Bulbs.
Goals and Objectives	Overall Goals: Through program efforts stimulate additional sales of 679,000 ENERGY STAR bulbs & 186,000 ENERGY STAR Fixtures to produce 41 GWh Evaluation Methods: Results are also evaluated by assessing customer response to campaign, number of sales, increase in ENERGY STAR shelf space at retail as well as adoption and penetration of CFL's and eventual LED's in residential homes in British Columbia
Contact	Oscar Ceron, Program Manager 604-453-9215, oscar.ceron@bchydro.com
Web Site	http://www.bchydro.com
2011 Program Components	
Replacement Lamps	ENERGY STAR Specialty CFLs are promoted using the following tactics: CFL Retail Specials: BC Hydro will partner with retailers and manufacturers to promote Power Smart "specials" on specialty CFLs (A-line, dimmable, reflector, globe, etc.) typically at a \$3 discount for 1 and 2 packs and \$6 for 3 packs or more. The discount will be instantly applied at retail. POS material will be used to highlight the discount. No regular spiral CFLs will be featured. Power Smart Outreach teams are engaged at specific retail events. Further awareness activities include radio, print advertisements, bill inserts, radio remote events, web and social media channels. Once ENERGY STAR labeled LED lamps are in retail stores, BC Hydro is looking to provide promotions on select product categories.
Fixtures	ENERGY STAR Fixtures will be promoted using the following tactics: Buy-Downs: BC Hydro will offer manufacturer buy-downs on various ENERGY STAR Fixture types. The buy-down amount differs by product dependant on potential energy savings when displacing inefficient lighting. Instant Discounts: In-store instant discounts will be offered at retailers that were not able to do the buy-down. Discounts range from \$5-\$10 per fixture. Most retail partners use this method of incentive Both the buy-down and in-store instant discounts are referred to as Power Smart "specials" that will be promoted through a mass advertising campaign during seasonal campaign periods (typically but not limited to October-November and March-April). POS material will be at the shelf level and throughout the store. This campaign is for both Fixtures and Bulbs. During 2011 we anticipate promoting select categories of ENERGY STAR labeled LED Fixtures in BC retail stores.
Other	Currently the Solid State Lighting portion of the program includes awareness activities for

Technologies	<p>holiday lights only. The program targets consumers and promotes solid state ENERGY STAR-labeled holiday lights through an awareness campaign. Incentives are not offered within the program as the price points have reached low levels.</p> <p>Incentives for ENERGY STAR qualified SSL fixtures and the lamps are expected in 2011 with our retail partners.</p>
Comprehensive Lighting Programs	<p>The current program design is focused on a combination of specialty CFL's, Fixtures and the expected inclusion of Energy Star SSL products at some point during calendar 2011.</p>
Research	<p>Every 2 years BC Hydro conducts a large scale Residential End Use Study. A subsection of which covers residential lighting. In addition online surveys are conducted to better understand consumer's awareness of Energy Star lighting products and annual shelf space study is conducted in the fall of each year. Program Evaluations are also conducted when required.</p>
Lighting for Tomorrow	<p>BC Hydro is a Lighting for Tomorrow Sponsor and promotes ENERGY STAR Fixtures in general to support the effort. Our primary audience is consumers visiting large retail. Big box, Drugstore and Grocers who carry Energy Star products.</p>
Future Program Components	
Plans for 2012	<p>Effective Jan 1, 2011 British Columbia implemented efficiency regulations on general service medium screw based lamps with an output of 1050-2600 lumens. This is one year in advance of Canadian Federal Lighting regulations. The program will continue to promote lamps that fall outside the parameters of lighting regulation. The strategy would be to continue to promote and provided incentives on ENERGY STAR Specialty CFL's and Fixtures with the addition of ENERGY STAR LED lamps and fixtures at some time in 2011 when appropriate.</p>

Organization	Cape Light Compact
Type	Energy Efficiency Service Provider
Service Territory	Over 158,000 customers on Cape Cod, Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	The current budget cycle is 1/1/2011 – 12/31/2011
Goals and Objectives	The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.
Contact	Briana C. Kane, Cape Light Compact 508-744-1277, bkane@capelightcompact.org Michele D. Guerin, Lockheed Martin 508-460-0676, michele.d.guerin@lmco.com
Web Site	www.masssave.com / www.capelightcompact.org
2011 Program Components	
Replacement Lamps	ENERGY STAR qualified Specialty CFLs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. Year-round implementation. Further details TBD.
Fixtures	ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail.
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Working on behalf of the Massachusetts Sponsors (Sponsors), Lockheed Martin is researching the current lighting market and future industry developments including LED technology and the impacts of EISA. The results will be used to help the Sponsors plan and design future incentive programs to promote energy-efficient lighting.
Lighting for Tomorrow	Cape Light Compact is a Lighting for Tomorrow Sponsor
Future Program Components	
Plans for 2012	Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs

	and fixtures through retail promotions.
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Organization	City of Palo Alto Utilities
Type	Municipal Utility
Service Territory	25,470 Residential accounts in Palo Alto, California
Program Name	Residential Lighting Promotions
Program Background	
Budget	We are on a fiscal year. Residential lighting programs are a relatively small part of our portfolio and budget, as residential usage is only 20% of utility load.
Goals and Objectives	Overall Goals: http://www.cityofpaloalto.org/civica/filebank/blobdload.asp?BlobID=19011 Evaluation Methods: We complete bi-annual customer satisfaction surveys, collect and report data on customer participation rates, and so on.
Contact	Andrea Hart, Utility Account Representative (650) 329-2434, andrea.hart@cityofpaloalto.org
Web Site	http://www.cityofpaloalto.org/utilities
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs, Holiday Lights, LEDs 2011 Budget: A total of about \$100,000 CFLs are given away to participants in the low-income upgrade and weatherization program (REAP) and to those who participate in free in-home audits (Green@Home). Residents can exchange one box of incandescent holiday lights for one box of LED holiday lights in November and December. Residents will be able in April and May to purchase two LED lights for a combined total of \$8. Residents will be encouraged to respond to a utility survey about preferred lamp and quality of light from the LED bulbs. Promotion: Residents may get up to 10 free CFL ENERGY STAR flood lights at local, participating hardware stores with coupon. Residents may get up to 4 free CFL ENERGY STAR Globe style bulbs at local, participating hardware stores with coupon. Program Target: Residents
Fixtures	No fixture programs
Other Technologies	No additional programs at this time
Comprehensive Lighting Programs	Not for residential customers at this time
Research	We are starting a Home Energy Reporting program, but it will not focus on lighting. In addition, our LED spring promotion is a research project (see replacement lamp section above).
Lighting for Tomorrow	City of Palo Alto Utilities is a sponsor of Lighting for Tomorrow.
Future Program Components	

Plans for 2012	We plan to continue the CFL and holiday light programs, but add to the LED programs as new lamps and fixtures become ENERGY STAR certified.
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Organization	Commonwealth Edison
Type	Utility
Service Territory	Approximately 3.5 million residential customers in the northern 2/3 of IL, including Chicago metro area
Program Name	ENERGY STAR® Lighting
Program Background	
Budget	Program years run June-May. ComEd is currently in Program Year 3 (PY3) – June/10-May/11. Program Year 4 (PY4) is June/11-May/12. PY3 budget - \$14 million PY4 budget - \$17 million
Goals and Objectives	Overall Goals: Increase the sale of ENERGY STAR lighting products (CFLs and fixtures); PY3 target – 149,322 Net MWh, PY4 target – 181,601 Net MWh
Contact	Alicia Forrester, Senior Program Manager 630-576-6917 alicia.forrester@comed.com
Web Site	http://www.comed.com/smartideas
2011 Program Components	
Replacement Lamps	ENERGY STAR CFLs (spiral and specialty) and select LEDs through a markdown retail program where all ComEd residential customers are able to get an instant discount on qualifying ENERGY STAR lamps at participating retailers. The discounts are promoted in-store with POP, field rep demonstrations and special placement where possible. The discounts are further promoted on our web site and via bill inserts.
Fixtures	ENERGY STAR lighting fixtures such as ceiling flush mounts, desk lamps, bathroom vanity bars and outdoor. Like the CFLs, the fixtures are discounted at retail through a markdown program and are promoted in the same manner as CFLs.
Other Technologies	No
Comprehensive Lighting Programs	No
Research	We are in the beginning process of evaluating PY3.
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Our plan for 2012 is partly referenced above as PY4 goes until May/12.

Organization	Connecticut Light and Power
Type	Utility
Service Territory	Approximately 1.2 million customers in Connecticut
Program Name	Residential Retail Products
Program Background	
Budget	In 2011, the budget is approximately \$4.163 million on incentives.
Goals and Objectives	Connecticut Light and Power's goal is to achieve 115,564,659 kWh in savings and impact the sale of 3.023 million lighting products.
Contact	Stephen Ritson, Applied Proactive Technologies, Inc. (413) 731-6546, stephenr@appliedproactive.com
Web Site	http://www.cl-p.com
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR-qualified CFLs (standard and specialty) and ENERGY STAR-qualified LED bulbs 2011 Budget: The budget for replacement lamps is about 98% of the incentive budget above. Promotion: ENERGY STAR-qualified CFLs and LED bulbs are promoted through upstream promotions, instant rebates, special events, online and printed catalogs, and fundraising opportunities, as well as through point of purchase and educational materials highlighting the benefits of energy efficient products. Program Target: Consumers
Fixtures	Technologies Included: ENERGY STAR-qualified fluorescent fixtures and ENERGY STAR-qualified LED recessed downlights 2011 Budget: The budget for replacement lamps is about 2% of the incentive budget above. Promotion: ENERGY STAR-qualified fluorescent fixtures and LED recessed downlights are promoted through upstream promotions, mail-in rebates, special events, online and printed catalogs, as well as through educational and point of purchase materials highlighting the benefits of energy efficient products. Program Target: Consumers
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for	Connecticut Light and Power is a sponsor of Lighting for Tomorrow. Promotion of Lighting for Tomorrow fixtures occurs at special events and through cross-promotion with other

Tomorrow	residential programs such as Residential New Construction. The target audience is consumers and builders.
Future Program Components	
Plans for 2012	Connecticut Light and Power will continue promoting and offering incentives for ENERGY STAR-qualified CFLs and fixtures with emphasis on Specialty CFLs and LED lighting products.

CEE  Residential Lighting Program Summary

Organization	DTE Energy
Type	Utility
Service Territory	2.1 million electric customers and 1.3 million natural gas customers in Michigan
Program Name	Your Energy Savings program
Program Background	
Budget	The incentive budget is \$3,000,000, and the current budget cycle runs from January 2010 to December 2010.
Goals and Objectives	Overall Goals: kWh saved 161,000 MWH, # sold 3.2 million
Contact	Denise Allard, Principal Program Advisor 313-235-9418, allardd@dteenergy.com
Web Site	http://www.dteenergy.com
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs, Specialty CFLs and holiday lighting LEDs 2011 Budget: \$3,000,000 Promotion: In store events, bill insert, e-connections newsletter, e-mail, in-store POP material, web site, facebook posts, twitter posts, and community events Program Target: Residential customers
Fixtures	No
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Market potential and penetration studies are in process
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	\$4,500,000 CFL Budget

Organization	Efficiency Vermont
Type	Energy Efficiency Utility
Service Territory	Approximately 305,000 ratepayers throughout Vermont, except the City of Burlington
Program Name	Efficiency Vermont Retail Efficient Products Lighting Promotion
Program Background	
Budget	The 2011 budget is approximately \$3.75 million (about \$3.35 million for incentives and \$400,000 for marketing).
Goals and Objectives	Overall goals include savings of approximately 38,850 MWh in 2011. We are also tracking Specialty CFLs as a proportion of all the CFLs promoted through Efficiency Vermont's Efficient Lighting Promotion. This is part of a three year goal to increase the percentage of Specialty CFLs to 50% of the total by 12/31/2011, up from approximately 10% in 2009.
Contact	Michael Russom, Efficient Products Market Manager 802-488-7599
Web Site	www.efficiencyvermont.com , www.newbulbintown.com
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs (standard and specialty) and ENERGY STAR integral LEDs 2011 Budget: Both replacement lamps and fixtures included in budget above (but about 98% goes to replacement lamps) Promotion: Through financial incentives (about 88% through upstream promotions and 11% through instant coupons), multi-media marketing campaigns (radio-ads, print-ads, TV ads) and special events Program Target: Consumers
Fixtures	Technologies Included: ENERGY STAR-qualified fluorescent fixtures and ENERGY STAR labeled LED downlights 2011 Budget: Both replacement lamps and fixtures included in the budget above (but about 2% goes to fixtures) Promotion: Efficiency Vermont promotes ENERGY STAR labeled CFL fixtures primarily with incentives. Efficiency Vermont currently has a \$10 instant rebate coupon for ENERGY STAR labeled CFL fixtures, and also supports limited upstream promotions with incentives of similar value per product. Program Target: Consumers
Other Technologies	Other technologies include ENERGY STAR downlights. The budget for this program is approximately \$100,000 in 2010, and \$300,000 in 2011. The program targets consumers and involves Instant rebates to the customer. Efficiency Vermont has plans to pilot an upstream promotion with the incentive going to retailers in 2010.
Comprehensive Lighting Programs	No

Research	No
Lighting for Tomorrow	Efficiency Vermont supports LFT by distributing yearbooks to builders participating in the Vermont ENERGY STAR Homes service, Lighting Showrooms, etc. We also have display copies in the Efficiency Vermont Booth at Home Shows and similar events.
Future Program Components	
Plans for 2012	While the volumes of Standard Spiral CFLs are expected to continue to grow in 2011, the savings for these CFLs recognized by Vermont regulators will diminish. As a result, Efficiency Vermont continue to ramp up its promotion of ENERGY STAR labeled Downlights and ENERGY STAR labeled screw based products in 2011.

Organization	Energy Trust of Oregon
Type	Statewide efficiency program administrator
Service Territory	Energy Trust serves Oregon customers of Portland General Electric, Pacific Power, NW Natural Gas, and Cascade Natural Gas.
Program Name	Energy Trust Products
Program Background	
Budget	The 2011 incentive budget for the lighting promotion is \$1,598,507.
Goals and Objectives	The 2011 unit goal for the lighting promotion is 789,601 units. Other goals include adding LED light fixtures and outreach to low-income demographics.
Contact	Matt Braman, Residential Sector Manager 503.459.4068, matt.braman@energytrust.org
Web Site	http://www.energytrust.org/cfl
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs 2011 Budget: \$1,500,000.00. Promotion: CFLs are promoted at retail locations with in-store marketing. We also provide additional marketing on our website and through various marketing outreach channels. Program Target: Consumers
Fixtures	Technologies Included: LED fixtures 2011 Budget: Unit goal for LED fixtures is 7,988 Promotion: LEDs are promoted at retail locations with in-store marketing. We also provide additional marketing through our website and through various marketing outreach channels. Program Target: Consumers
Other Technologies	We currently offer a CFL fundraiser for participants looking to raise money for their school, congregation or community group.
Comprehensive Lighting Programs	No
Research	We have recently completed a lighting shelf study. More details to come.
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	N/A

Organization	Great River Energy
Type	Electric Generation and Transmission Cooperative
Service Territory	Twenty-eight member cooperatives serve 600,000 residential customers. 87 counties in Minnesota and 3 in Western Wisconsin
Program Name	A Brighter Idea
Program Background	
Budget	Budget cycle is annual, 2011 rebate for residential lighting is approximately \$390,000
Goals and Objectives	Overall Goals: Provide support for retail distribution cooperatives in the promotion of Energy Star qualified lighting products through training, marketing, financial incentives, and public relations. Increase consumer awareness on energy efficiency. Increase purchases Energy Star appliances. Decrease consumer electric bills through energy efficiency. Increase energy savings to meet Regulatory goals. Increase awareness of proper disposal of CFLs.
Contact	Tara Collins, Senior Marketing Specialist 763-445-5703, tcollins@greenergy.com
Web Site	http://www.greatriverenergy.com
2011 Program Components	
Replacement Lamps	Technologies Included: Energy Star qualified CFLs, LED lighting and LED decorative lights 2011 Budget: \$385,646 Promotion: Newsletters, statement stuffers, online, in-person Program Target: Members, retailers and manufacturers
Fixtures	We do not have a fixture program rebate in our 2011 rebate offerings.
Other Technologies	No
Comprehensive Lighting Programs	Not at this time
Research	We are not conducting any formal research at this time, but we work to continually stay on top of emerging trends and bring that information forward to our members.
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Promotion: GE/Walmart promotion Dates: March 1 – July 31, 2011 Offer: GE Coupon - \$3 off GE branded CFLs; in-store, instant \$2 off at Walmart on select GE, CFLs; we explored LEDs, but most retailers were not ready to add that to the offering at

	this time.
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Organization	Hydro-Québec
Type	Hydro electricity utility
Service Territory	2.9 million households in the province of Québec, Canada
Program Name	Energy Wise lighting program
Program Background	
Budget	The current budget is \$3.35 million.
Goals and Objectives	Our goal for 2011 is to reach 19.3 Gwh with an objective of 93,000 CFL and 40,000 lighting fixtures. We evaluate our program on many aspects, such as market penetration, how many coupons we received, surveys and studies about the influence we have to influence people to buy CFLs, etc.
Contact	Jonathan Grondin, Marketing Advisor 514-879-4100 #6585 Joanne Lemire, Marketing Advisor
Web Site	http://www.hydroquebec.com/residential/eclairage/index.html
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs 2011 Budget: Our budget is common; we use the money to promote both products (CFLs and fixtures). Promotion: Website, Internet, POP, flyers, radio, display, etc. Program Target: Consumers
Fixtures	Technologies Included: ENERGY STAR lighting fixtures 2011 Budget: Our budget is common; we use the money to promote both products (CFLs and fixtures). Promotion: Website, Internet, POP, flyers, radio, display, etc. Program Target: Consumers
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	Hydro-Québec is a sponsor of Lighting for Tomorrow. Promotion targets retailers and showrooms.

Future Program Components	
Plans for 2012	N/A

Organization	Idaho Power Company
Type	Utility
Service Territory	404,373 Residential Customers in southern Idaho and eastern Oregon
Program Name	Energy Efficient Lighting
Program Background	
Budget	N/A
Goals and Objectives	Overall Goals: 16,800,000 kWh annually, educate customers about energy efficient lighting
Contact	Patti Best, Program Specialist 208-388-5948, pbest@idahopower.com
Web Site	www.idahopower.com/changealight Incentives on Energy Star fixtures offered through our Home Products Program: www.idahopower.com/homeproducts
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR qualified CFLs 2011 Budget: N/A Promotion: Retail promotions; markdowns, education Program Target: Consumers
Fixtures	Technologies Included: ENERGY STAR qualified fixtures (fluorescent and LEDs) 2011 Budget: N/A Promotion: up to \$15/fixture incentive Program Target: Consumers
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Partner with BPA to offer specialty bulb markdowns at retailers. Run independent spiral CFL promotion. Offer incentives on ENERGY STAR qualified fixtures through Home Products

	Program.
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Organization	Louisville Gas and Electric / Kentucky Utilities Company (LG&E and KU)
Type	Regulated utility
Service Territory	Approximately 800,000 residential electric customers in Kentucky
Program Name	Residential High Efficiency Lighting Program
Program Background	
Budget	The current lighting program is approved to run from 2008 through 2014 with calendar year budgets. The 2011 budget for program is \$3.4 million.
Goals and Objectives	For 2011, the goal is savings of 217,137 MWh and 14.7 MWs. We evaluate results by looking at participation rates for coupon campaigns and BRC mailings.
Contact	Kelly Couch, Program Manager 1-502-627-2768, KELLY.COUCH@LGE-KU.COM
Web Site	http://www.lge-ku.com/lighting
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs 2011 Budget: \$3.2 million, which includes bulbs, shipping, promotions, etc. Promotion: BRCs and incentives Program Target: Residential customers
Fixtures	No
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Same as 2011, with similar budget and targets.

Organization	Long Island Power Authority (LIPA)
Type	Utility/Energy Efficiency Program Sponsor
Service Territory	Nearly 1 million residential customers on Long Island
Program Name	Long Island Power Authority – Energy Efficient Products Program
Program Background	
Budget	Calendar year 2011: \$2,574,518 (includes incentives and rebates)
Goals and Objectives	Overall Goals: The MWH and MW goals for the lighting component of the Energy Efficient Products program is 76,000 MWH, 7.422 MW and 1.5M participants. Evaluation Methods: Results are evaluated by the number of products sold/rebated.
Contact	Linda Schwantner, Director Energy Efficient Products 516-719-9867, lschwantner@lipower.org Renee Crespi, Program Manager 631-755-5301, rcrespi1@service.lipower.org
Web Site	http://www.lipower.org/efficiency
2011 Program Components	
Replacement Lamps	Technologies Included: Bare Spiral CFL, Specialty CFLs, Cold Cathode, limited LEDs 2011 Budget: \$1,824,518 (Bulbs only) Promotion: Instant Coupons on Specialty bulbs all year round. Seasonal promotions on bare spirals. Upstream promotions and through marketing with bill Inserts, Newsday Ad, Web Site advertising, In Store Promotions. Program Target: Consumers, Retailers and Manufacturers
Fixtures	Technologies Included: Fluorescent and LED 2011 Budget: \$750,000 Promotion: Primarily through Upstream promotions. Marketing in Newsday, Web Site and In-Store Promotions. Program Target: Consumers, Retailers and Manufacturers
Other Technologies	No
Comprehensive Lighting Programs	No
Research	There is an Evaluation of all of the efficiency programs administered by the Long Island Power Authority currently underway.
Lighting for Tomorrow	LIPA is a sponsor of Lighting for Tomorrow. Promotion of LFT Fixtures: Yearbook
Future Program Components	

Plans for 2012	None at this time
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Organization	Midwest Energy Efficiency Alliance
Type	Energy Efficiency Organization
Service Territory	13-state footprint covering the Midwest
Program Name	Lights for Learning
Program Background	
Budget	Budget cycle is July through May, annually. 2010-2011 program budget of \$525k.
Goals and Objectives	Overall Goals: 140 participating schools, 200 in-school presentations, 15,000 students attending presentations, 170 fundraisers, 2,400 students fundraising, 35,000 energy-efficient products sold Evaluation Methods: Survey results from program participants, press coverage of participating schools, parent/teacher feedback
Contact	Chad Bulman, Program Manager (312) 784-7275
Web Site	http://www.Lights4learning.org
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs, specialty CFLs, CFL multipacks 2011 Budget: \$116k of \$525k program budget allocated strictly toward incentives Promotion: Education, direct sale by participants for fundraising purposes Program Target: Secondly, the students' families and communities they approach to sell products to
Fixtures	Technologies Included: Fluorescent, LEDs 2011 Budget: \$116k of \$525k program budget allocated strictly toward incentives. Promotion: Education, direct sale by participants for fundraising purposes Program Target: Secondly, the students' families and communities they approach to sell products to
Other Technologies	No
Comprehensive Lighting Programs	We couple energy-efficient products with a strong behavioral component that not only teaches students to use energy-efficient products, but to use them intelligently (right bulb for right applications, turn out lights, etc.). We have developed a technical reference manual based on 3rd party program evaluation that attributes the most accurate deemed savings, on a measure-by-measure basis, that we are able to determine. We have not yet been able to assign savings based on behavioral aspects of the program.
Research	The 2009-2010 evaluation of the program has been completed.
Lighting for Tomorrow	Promotion of LFT Fixtures: We make note of proposals we receive that feature award-winning technologies. Targeted audience: Residential consumers, retailers in some instances.

Future Program Components	
Plans for 2012	Same program as current year with expanded geographical coverage. Some program framework tweaks to improve performance but nothing concrete until later in the spring. We are exploring ways in which we can incorporate natural gas efficiency into the program as well as electric efficiency.

Organization	National Grid
Type	Electric Utility
Service Territory	38,000 residential customers in New Hampshire
Program Name	ENERGY STAR Lighting Program
Program Background	
Budget	The 2011 budget is \$0.
Goals and Objectives	Overall statewide goals of New Hampshire utilities running the ENERGY STAR Lighting Program are to save 53,261,421 lifetime kWh for 242,623 lighting rebates. There are about 150 participating lighting retailers statewide. Evaluation Methods: We are always looking for sales data ENERGY STAR v non-ENERGY STAR and how many customers use instant rebates v buy products without using the rebates. Sources of information are inconsistent.
Contact	Katherine Ringe-Welch katherine.ringe@us.ngrid.com
Web Site	https://www.nationalgridus.com/granitestate/
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs, fixtures and LED fixtures 2011 Budget: \$1,091,426 is the statewide lighting program budget which includes retail and catalog components of the program. Promotion: The program is promoted through retail POP, catalogs, bill inserts, energy fairs and speaking engagements and verbally by customer service representatives. Program Target: The program targets residential and small business customers of four electric utilities within the state.
Fixtures	Technologies Included: ENERGY STAR CFLs and LEDs are included in the program 2011 Budget: Approximately 10% or \$100,000/yr Promotion: Fixtures are promoted through POP at 150 retailers, a lighting catalog, bill inserts and on web sites Program Target: The program is targeted to residential and small business customers.
Other Technologies	No
Comprehensive Lighting Programs	Controls have been promoted in catalogs and bill inserts but without incentives.
Research	In the process of having a comprehensive lighting program evaluation, but the results are not due until December, 2011.
Lighting for Tomorrow	No

Future Program Components	
Plans for 2012	The 2011 lighting program will be a continuation of rebates and education, but a new focus may be placed on education due to the EISA 2007 beginning on 01/01/12. Savings will start to decrease due to more efficient incandescent bulbs (starting at 100W going to no more than 72 watts), but the savings is still cost effective to keep the program going. We want to avoid customer hoarding of incandescent bulbs. This effect would hurt energy savings for many years to come.

Organization	New Hampshire Electric Cooperative
Type	Electric Utility
Service Territory	65,000 residential accounts in New Hampshire
Program Name	ENERGY STAR Lighting Program
Program Background	
Budget	The 2011 budget is \$96,699.
Goals and Objectives	Overall statewide goals of New Hampshire utilities running the ENERGY STAR Lighting Program are to save 53,261,421 lifetime kWh for 242,623 lighting rebates. There are about 150 participating lighting retailers statewide. Evaluation Methods: We are always looking for sales data ENERGY STAR v non-ENERGY STAR and how many customers use instant rebates v buy products without using the rebates. Sources of information are inconsistent.
Contact	Patti Corbeil barnett@nhec.com
Web Site	http://www.nhec.com
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs, fixtures and LED fixtures 2011 Budget: \$1,091,426 is the statewide lighting program budget which includes retail and catalog components of the program. Promotion: The program is promoted through retail POP, catalogs, bill inserts, energy fairs and speaking engagements and verbally by customer service representatives. Program Target: The program targets residential and small business customers of four electric utilities within the state.
Fixtures	Technologies Included: ENERGY STAR CFLs and LEDs are included in the program 2011 Budget: Approximately 10% or \$100,000/yr Promotion: Fixtures are promoted through POP at 150 retailers, a lighting catalog, bill inserts and on web sites Program Target: The program is targeted to residential and small business customers.
Other Technologies	No
Comprehensive Lighting Programs	Controls have been promoted in catalogs and bill inserts but without incentives.
Research	In the process of having a comprehensive lighting program evaluation, but the results are not due until December, 2011.
Lighting for Tomorrow	No

Future Program Components	
Plans for 2012	The 2011 lighting program will be a continuation of rebates and education, but a new focus may be placed on education due to the EISA 2007 beginning on 01/01/12. Savings will start to decrease due to more efficient incandescent bulbs (starting at 100W going to no more than 72 watts), but the savings is still cost effective to keep the program going. We want to avoid customer hoarding of incandescent bulbs. This effect would hurt energy savings for many years to come.

Organization	New York State Energy Research and Development Authority (NYSERDA)
Type	State government
Service Territory	Over six million households in New York State Electric System Benefits Charge (SBC) Territory: Central Hudson Gas & Electric Corporation, Consolidated Edison Company of New York, Inc., New York State Electric & Gas Corporation, National Grid, Orange and Rockland Utilities, Inc., and Rochester Gas & Electric Corporation
Program Name	New York Energy \$mart SM Products Program (NYESPP)
Program Background	
Budget	\$2.0 MM for NYESPP implementation; \$1.95 MM for program incentives (program-wide budget); \$6.0 MM for CFL lighting
Goals and Objectives	<p>NYESPP goals include the following:</p> <ul style="list-style-type: none"> To increase public awareness of energy-efficient appliances, lighting, consumer electronics. To educate and train retail sales staff throughout New York state on ENERGY STAR and energy-efficient products and how to upsell these products. To expand the offering of ENERGY STAR and energy-efficient products in the New York retail market through partnerships with manufacturers worldwide. To reduce kilowatt hours and peak load in New York State. To increase the market share of ENERGY STAR and energy-efficient products. <p>Other overall goals include selling 16.9 million ENERGY STAR qualified CFLs in three years (2009-11) and saving more than 1,083,360 MWh. The goal is to sell 6.9 million CFLs through incentives and buydowns with retailers and manufactures and sell 10 million through marketing efforts.</p> <p>Program evaluation is also conducted through analyzing the cumulative market share of ENERGY STAR qualified lighting products and the increase in the amount of lighting partners.</p>
Contact	Ryan Moore, Project Manager 518-862-1090 x3267, rtm@nyserda.org
Web Site	http://www.GetEnergySmart.org , http://www.nyserda.org
2011 Program Components	
Replacement Lamps	<p>Technologies Included: CFLs, Specialty CFLs</p> <p>2011 Budget: \$6.0 MM for CFLs/Specialty CFLs as part of the Energy Efficiency Portfolio Standard (EEPS) CFL Expansion Program</p> <p>Promotion: Educational advertising and promotions, mark-downs/buy-downs; mark-downs and buy-downs ONLY for EEPS CFL-related promotions</p> <p>Program Target: Consumers, retailers, and manufacturers</p>
Fixtures	<p>Technologies Included: Fluorescent</p> <p>2011 Budget: N/A (rolled into program incentive budget)</p> <p>Promotion: Educational advertising and promotions, mark-downs/buy-downs</p>

	Program Target: Upstream and midstream markets
Other Technologies	We're promoting Category A SSL LED fixtures (downlights, under cabinet lighting, cove lighting, outdoor lighting). Promotion occurs through educational advertising and promotions and mark-downs/buy-downs. The program is targeted to upstream markets only.
Comprehensive Lighting Programs	We are working with our commercial program to develop a universal <i>Right Light</i> program that will address the above technologies in a commercial and residential setting. The program is still in its early phases, so no methods for claiming savings is defined.
Research	As part of the EEPS CFL program, our evaluation team is conducting a multistate modeling report that other CEE members have contributed funding to.
Lighting for Tomorrow	NYSERDA is a sponsor of Lighting for Tomorrow. Promotion occurs through yearbook mailings to lighting showrooms and builders.
Future Program Components	
Plans for 2012	Continue the implementation of the EEPS CFL Program, develop and implement the <i>Right Light</i> Program, expand Program promotion LED products.

Organization	NSTAR Electric
Type	Utility
Service Territory	1.1 million customers in 81 communities throughout Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	The current budget cycle runs 1/1/2011 – 12/31/2011.
Goals and Objectives	The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.
Contact	Daniel Krasowsky, Promotion Implementation Coordinator, Lockheed Martin 508-460-0795, daniel.krasowsky@lmco.com
Web Site	http://www.masssave.com
2011 Program Components	
Replacement Lamps	ENERGY STAR qualified Specialty CFLs and LEDs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. Year-round implementation.
Fixtures	ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail.
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Working on behalf of the Massachusetts Sponsors (Sponsors), Lockheed Martin is researching the current lighting market and future industry developments including LED technology and the impacts of EISA. The results will be used to help the Sponsors plan and design future incentive programs to promote energy-efficient lighting.
Lighting for Tomorrow	NSTAR Electric is a sponsor of Lighting for Tomorrow.
Future Program Components	
Plans for 2012	Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions.

CEE Residential Lighting Program Summary

Organization	NV Energy	
Type	Utility	
Service Territory	2.4 million customers throughout Nevada. Sierra Pacific Power in the North and NV Energy in the South.	
Program Name	NV Energy, Energy Star Lighting Program	
Program Background		
Budget	The current budget cycle runs from 1/1/2011 to 1/31/2011. The budgets are \$2,025,000 (North) and \$2,844,534 (South).	
Goals and Objectives	Overall goals include kWh savings. Program evaluation is also conducted by analyzing the number of units sold.	
Contact	Adam Grant, Project Manager (702) 402-2183 agrant@nvenergy.com	Charlotte Franky, Program Manager cfranky@ecosconsulting.com / (702) 343-9872
Web Site	http://www.NVEnergy.com	
2011 Program Components		
Replacement Lamps	Technologies Included: CFLs 2011 Budget: Promotion: Incentives and education Program Target: Manufacturer buydown, passed on to the retailer and finally to the customer	
Fixtures	Technologies Included: CLFs, some limited LEDs 2011 Budget: \$150,000 (North), \$50,000 (South) Promotion: Incentives and education Program Target: Consumers, retailers, and manufacturers	
Other Technologies	No	
Comprehensive Lighting Programs	While we are not actively promoting emerging technologies at this point, we will be actively involved in build model home change-outs which garner substantial energy savings for 24 hour use model homes. Methods for claiming savings include reporting kWh savings from retail POS and outreach/direct install events.	
Research	Next Generation Lighting research as well as focus groups	
Lighting for Tomorrow	No	
Future Program Components		

Plans for 2012	N/A
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Organization	Pacific Power (California)
Type	Utility
Service Territory	45,000 customers in the state of California
Program Name	Home Energy Savings program
Program Background	
Budget	The budget for administration and incentives is \$92,000.
Goals and Objectives	The overall savings goal is 1.5 million kWh. Pacific Power performs evaluation and shifts equipment specs according to field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificcorp.com
Web Site	http://www.homeenergysavings.net/Californialighting/cfls.html
2011 Program Components	
Replacement Lamps	Technologies Included: Currently running a CFL based program both standard and specialty products Rebate Level: Mark-down incentive program Promotion: Work directly with CFL manufacturers and retailers. The program also includes an educational component. Program Target: Residential customers and contractors
Fixtures	Technologies Included: ENERGY STAR qualified fixtures (LED excluded) Rebate Level: Mail-in rebate of \$20 per fixture Promotion: Program includes an educational component Program Target: Residential customers and contractors
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Market penetration, market lift and savings baseline research are in process.
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Continue CFL and Fixture programs. Other programs still in development.

Organization	Pacific Power (Washington)
Type	Utility
Service Territory	127,000 customers in the state of Washington
Program Name	Home Energy Savings program
Program Background	
Budget	The budget for administration and incentives is \$221,000.
Goals and Objectives	The overall savings goal is 6 million kWh. Pacific Power performs evaluation and shifts equipment specs according to field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificcorp.com
Web Site	http://www.homeenergysavings.net/Washington/lighting/cfls.html
2011 Program Components	
Replacement Lamps	Technologies Included: Currently running a CFL based program both standard and specialty products Rebate Level: Mark-down incentive program Promotion: Work directly with CFL manufacturers and retailers. The program also includes an educational component. Program Target: Residential customers and contractors
Fixtures	Technologies Included: ENERGY STAR qualified fixtures (LED excluded) Rebate Level: Mail-in rebate of \$20 per fixture Promotion: Program includes an educational component Program Target: Residential customers and contractors
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Market penetration, market lift and savings baseline research are in process.
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Continue CFL and Fixture programs. Other programs still in development.

CEE  Residential Lighting Program Summary

Organization	PECO
Type	Utility
Service Territory	1.6 million electric and 490,000 natural gas customers in southeastern Pennsylvania
Program Name	Smart Lighting Discounts Program
Program Background	
Budget	The program budget through May 2013 is \$23.2 million.
Goals and Objectives	Overall goals include savings of 430,000,000 kWh. Evaluation is also performed by monitoring cost per kWh savings and sales.
Contact	Alana Shaw, Sr. Marketing Specialist 215-841-5495, alana.shaw@exeloncorp.com
Web Site	http://www.peco.com/SmartIdeas
2011 Program Components	
Replacement Lamps	Technologies included: Standard and specialty CFLs Overall budget: \$23.2M for 4 year program Promoted through: Bill inserts, promotions at retailers, web site, radio ads, TV ads Program target: PECO residential customers
Fixtures	No
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Program to continue through May 2013

Organization	PPL Electric Utilities
Type	Electric Utility
Service Territory	1.4 million customers in 29 counties of eastern and central Pennsylvania
Program Name	Compact Fluorescent Light Program/Prescriptive Lighting Measure
Program Background	
Budget	\$17,733,000 for a four year program: January, 2010 – May 31, 2013
Goals and Objectives	Overall Goals: 292,138 MWh
Contact	Tammy Albenzi, Customer Programs Specialist 610-774-3643, taalbenzi@pplweb.com
Web Site	http://www.pplelectric.com/e-power
2011 Program Components	
Replacement Lamps	This program encourages customers to install new ENERGY STAR ® rated CFL bulbs. The program has two components: 1. A retail upstream lighting incentive that will significantly reduce the customer cost of ENERGY STAR CFL® bulbs upon consumer purchase at a participating retail store; and 2. A CFL giveaway at community events.
Fixtures	Under our Efficient Equipment Program, we offer rebates on the following fixtures: T8, T5, T5HO, High Bay Lighting, Energy Star ® fixtures, Ceramic/Metal Halide Fixtures, LED Exit Signs, High Pressure Sodium. These rebates are advertised through TV, radio, print, bill inserts, billboards and are targeted towards all PPL Electric Utilities customers.
Other Technologies	Also included under our Efficient Equipment Program are rebates for occupancy sensors, day lighting controls and timers. These rebates are advertised through TV, radio, print, bill inserts, and billboards and are targeted towards all PPL Electric Utilities' customers.
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2012	Currently, our plans are to continue the same plan as 2010. Check our website frequently for changes that may occur.

Organization	Progress Energy Carolinas
Type	Investor owned utility
Service Territory	1.2 million residential customers in North Carolina and South Carolina
Program Name	Twist and Save
Program Background	
Budget	The 2011 budget is roughly \$6 million.
Goals and Objectives	Overall goals include 2.9 million bulbs sold in 2011, savings of roughly 66 GWh, 400+ participating stores and outreach to 90% of customers within 30 miles of a participating store.
Contact	Amy Sadler, Program Specialist (919) 546-2610, amy.sadler@pgnmail.com
Web Site	http://portal.ecosconsulting.com/locator/Default.aspx?id=11
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs, standard and some specialty 2011 Budget: \$6 million total, \$4.4 million for incentives Promotion: Incentives and education Program Target: Consumers, through retailers
Fixtures	No
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	We hope to continue CFLs, add more specialty CFLs, fixtures, LEDs, and other measures, if cost effective.

Organization	Public Service Company of New Mexico (PNM)
Type	Utility
Service Territory	403,000 in central New Mexico, and 44,700 in South and Southwest New Mexico
Program Name	Home Lighting Discount
Program Background	
Budget	The budget for 2011 is \$1,655,000.
Goals and Objectives	Overall goals include 900,000 units sold and savings of 14,742,000 annual kWh.
Contact	Emma van Moorsel, Program Manager 505-241-4425, emma.vanmoorsel@pnm.com
Web Site	http://www.pnm.com/rebates/cfl.htm
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs and specialty CFLs; possible limited promos for LEDs 2011 Budget: \$1,655,000 Promotion: Outdoor, Bill Inserts, in-store, radio, print, etc. Program Target: Upstream
Fixtures	No
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	PNM will continue with the upstream buy-down program for the bulk of sales, and mail-in rebates for smaller retailers.

Organization	Public Service of New Hampshire
Type	Electric Utility
Service Territory	500,000 residential customers in NH
Program Name	ENERGY STAR Lighting Program
Program Background	
Budget	The budget is \$1,091,426 and the program is for calendar year 2011.
Goals and Objectives	Overall statewide goals of New Hampshire utilities running the ENERGY STAR Lighting Program are to save 53,261,421 lifetime kWh for 242,623 lighting rebates. There are about 150 participating lighting retailers statewide. Evaluation Methods: We are always looking for sales data ENERGY STAR v non-ENERGY STAR and how many customers use instant rebates v buy products without using the rebates. Sources of information are inconsistent.
Contact	Jack Schelling, Lighting Program Administrator 603 634 2721, schelje@psnh.com
Web Site	http://www.PSNH.com
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs, fixtures and LED fixtures 2011 Budget: \$1,091,426 is the statewide lighting program budget which includes retail and catalog components of the program. Promotion: The program is promoted through retail POP, catalogs, bill inserts, energy fairs and speaking engagements and verbally by customer service representatives. Program Target: The program targets residential and small business customers of four electric utilities within the state.
Fixtures	Technologies Included: ENERGY STAR CFLs and LEDs are included in the program 2011 Budget: Approximately 10% or \$100,000/yr Promotion: Fixtures are promoted through POP at 150 retailers, a lighting catalog, bill inserts and on web sites Program Target: The program is targeted to residential and small business customers.
Other Technologies	No
Comprehensive Lighting Programs	Controls have been promoted in catalogs and bill inserts but without incentives.
Research	In the process of having a comprehensive lighting program evaluation, but the results are not due until December, 2011.
Lighting for	No

Tomorrow	
Future Program Components	
Plans for 2012	<p>The 2011 lighting program will be a continuation of rebates and education, but a new focus may be placed on education due to the EISA 2007 beginning on 01/01/12. Savings will start to decrease due to more efficient incandescent bulbs (starting at 100W going to no more than 72 watts), but the savings is still cost effective to keep the program going. We want to avoid customer hoarding of incandescent bulbs. This effect would hurt energy savings for many years to come.</p>

Organization	Puget Sound Energy
Type	Utility
Service Territory	Puget Sound Energy serves 1,000,000 electric customers and approximately 700,000 natural gas customers in Washington state.
Program Name	Residential Retail Energy-Efficient Lighting Program
Program Background	
Budget	The budget cycle is 2010-11. Rebates are based on funding availability and are subject to change without notification.
Goals and Objectives	Overall Goals: 3.6mil ENERGY STAR qualified CFL bulbs and 69,000 ENERGY STAR qualified CFL fixtures. Focus on heavy promotion and prominence of qualified products in stores: POP, endcaps, displays, boothing events, and store employee trainings.
Contact	Laura Wilson, EES Program Manager, Retail and Consumer Channel 425-456-2462, laura.wilson@pse.com
Web Site	http://www.pse.com
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR qualified spiral and specialty CFL bulbs Rebate: Up to \$3 rebate per bulb. Promotion: POP, endcaps, displays, boothing events, and store employee trainings Program Target: Upstream rebate with retailers and manufacturers for in-store instant discounts
Fixtures	Technologies Included: ENERGY STAR qualified indoor/outdoor CFL fixtures Rebate Level: Up to \$12 rebate per fixture Promotion: POP, endcaps, displays, boothing events, and store employee trainings Program Target: Upstream rebate with retailers and manufacturers for in-store instant discounts
Other Technologies	We will be piloting consumer impressions of ENERGY STAR LED bulbs in the retail market with a \$10 mail-in rebate and after-use survey.
Comprehensive Lighting Programs	We use the Regional Technical Forum (RTF) that calculates savings for the Pacific Northwest region.
Research	See other technologies
Lighting for Tomorrow	No
Future Program Components	

Plans for 2012	Planning is currently in progress
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Organization	Rocky Mountain Power (Idaho)
Type	Utility
Service Territory	70,281 customers in the state of Idaho
Program Name	Home Energy Savings program
Program Background	
Budget	The budget for administration and incentives is \$66,000.
Goals and Objectives	The overall savings goal is 1.6 million kWh. Rocky Mountain Power performs evaluation and shifts equipment specs according to field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificorp.com
Web Site	http://www.homeenergysavings.net/Idaho/lighting/cfls.html
2011 Program Components	
Replacement Lamps	Technologies Included: Currently running a CFL based program both standard and specialty products Rebate Level: Mark-down incentive program Promotion: Work directly with CFL manufacturers and retailers. The program also includes an educational component. Program Target: Residential customers and contractors
Fixtures	Technologies Included: ENERGY STAR qualified fixtures (LED excluded) Rebate Level: Mail-in rebate of \$20 per fixture Promotion: Program includes an educational component Program Target: Residential customers and contractors
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Market penetration, market lift and savings baseline research are in process.
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Continue CFL and Fixture programs. Other programs still in development.

Organization	Rocky Mountain Power (Utah)
Type	Utility
Service Territory	787,550 customers in the state of Utah
Program Name	Home Energy Savings program
Program Background	
Budget	The budget for administration and incentives is \$2,860,000.
Goals and Objectives	The overall savings goal is 70.5 million kWh. Rocky Mountain Power performs evaluation and shifts equipment specs according to field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificorp.com
Web Site	http://www.homeenergysavings.net/Utah/lighting/cfls.html
2011 Program Components	
Replacement Lamps	Technologies Included: Currently running a CFL based program both standard and specialty products Rebate Level: Mark-down incentive program Promotion: Work directly with CFL manufacturers and retailers. The program also includes an educational component. Program Target: Residential customers and contractors
Fixtures	Technologies Included: ENERGY STAR qualified fixtures (LED excluded) Rebate Level: Mail-in rebate of \$20 per fixture Promotion: Program includes an educational component Program Target: Residential customers and contractors
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Market penetration, market lift and savings baseline research are in process.
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Continue CFL and Fixture programs. Other programs still in development.

Organization	Rocky Mountain Power (Wyoming)
Type	Utility
Service Territory	133,770 customers in the state of Wyoming
Program Name	Home Energy Savings program
Program Background	
Budget	The budget for administration and incentives is \$223,000.
Goals and Objectives	The overall savings goal is 5.5 million kWh. Rocky Mountain Power performs evaluation and shifts equipment specs according to field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificorp.com
Web Site	http://www.homeenergysavings.net/Wyoming/lighting/cfls.html
2011 Program Components	
Replacement Lamps	Technologies Included: Currently running a CFL based program both standard and specialty products Rebate Level: Mark-down incentive program Promotion: Work directly with CFL manufacturers and retailers. The program also includes an educational component. Program Target: Residential customers and contractors
Fixtures	Technologies Included: ENERGY STAR qualified fixtures (LED excluded) Rebate Level: Mail-in rebate of \$20 per fixture Promotion: Program includes an educational component Program Target: Residential customers and contractors
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Market penetration, market lift and savings baseline research are in process.
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Continue CFL and Fixture programs. Other programs still in development.

Organization	Salt River Project
Type	Public Electric Utility
Service Territory	The Salt River Project (SRP) Power District's service territory covers the Phoenix, AZ metropolitan area. It serves 850,000 residential electric customers.
Program Name	SRP PowerWise
Program Background	
Budget	Our current budget cycle is May 1,2010 to April 30,20111 with an incentive budget of \$1.325 million
Goals and Objectives	Overall Goals: We are looking to achieve approximately 47 million kWh with sales of 1.3 million CFLs. This is done primarily with upstream buy downs with four major lamp manufacturers at five big box retailers.
Contact	Mark Gagen, Market Research Analyst- Product Development 602-236-2691, Mark.gagen@srpnet.com
Web Site	http://www.savewithsrp.com
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs, Specialty CFLs, Holiday LEDs and LED Reflectors and PAR lamps 2011 Budget: \$1.325 million Promotion: Products are promoted through incentives and consumer education Program Target: Consumers
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	We have added LED lamps on a pilot basis to determine best products and incentive levels. Current budget for incentives is \$25,000.

Organization	San Diego Gas and Electric
Type	Utility
Service Territory	1.4 million residential customers in southern California
Program Name	Advanced and Basic Consumer Lighting Programs
Program Background	
Budget	The budget cycle runs from 2010 to 2012 in yearly increments. The budget (incentive dollars) is \$3.7 M for Basic Lighting and \$1.2 M for Advanced Lighting.
Goals and Objectives	Overall goals include kWh, kW and Therm losses, as well as 500 retail locations participating in the program. Evaluation is based on meeting savings goals.
Contact	Alton Kwok 858-636-5775, CKwok@semprautilities.com
Web Site	http://www.sdge.com/residential/lighting.shtml
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs and LEDs 2011 Budget: No specific budget Promotion: Incentives Program Target: All single-family homeowners, renters, and multi-family tenants in the SDG&E service territory
Fixtures	Technologies Included: CFL indoor and outdoor fixtures 2011 Budget: No specific budget Promotion: Incentives Program Target: All single-family homeowners, renters, and multi-family tenants in the SDG&E service territory
Other Technologies	Other promoted technologies include LED lighting products (including holiday lights). They are promoted through incentives, and program targets include all single-family homeowners, renters, and multi-family tenants in the SDG&E service territory.
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	San Diego Gas and Electric is a sponsor of Lighting for Tomorrow. Promotion occurs through incentives (where applicable) and is targeted towards consumers.
Future Program Components	

Plans for 2012	Plan on having a trial promotion for LED Reflectors (in 2011).
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Organization	Snohomish County Public Utility District #1
Type	Electric & water utility
Service Territory	290,000 residential meters in Snohomish County & Camano Island, Washington
Program Name	Residential Energy Efficient Bulb Program
Program Background	
Budget	The current budget cycle runs from January 2011 to December 2011, and the budget is \$800,000.
Goals and Objectives	Overall program goals include savings of 12,135,640 kWhs, sales of 526,000 bulbs, and maintenance of more than 50 participating retailers. Another goal is for specialty bulbs to constitute about 15% of sales.
Contact	Al J. Bandazy 425-783-1739, ajbandazy@snopud.com
Web Site	http://www.snopud.com
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs and specialty CFLs 2011 Budget: \$800,000 Program Target: Residential customers
Fixtures	Technologies Included: All ENERGY STAR fixtures 2011 Budget: \$300,000 Promotion: Bill stuffers, web, TV, radio, talks, fairs, special events, newspapers, and lighting showrooms Program Target: Builders and new construction
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	Plans for 2012 are to include buy downs on LEDs. CFL buy downs are being reduced.

Organization	Southern Minnesota Municipal Power Agency (SMMPA)
Type	Municipal Joint Action Agency
Service Territory	SMMPA Member Utilities: Austin Utilities, Blooming Prairie Public Utilities, Fairmont Public Utilities, Grand Marais Public Utilities, Lake City Utilities, Litchfield Public Utilities, Mora Municipal Utilities, New Prague Utilities, North Branch Water & Light, Owatonna Public Utilities, Preston Public Utilities, Princeton Public Utilities, Redwood Falls Public Utilities, Rochester Public Utilities, Saint Peter Municipal Utilities, Spring Valley Utilities, Waseca Utilities, Wells Utilities.
Program Name	Residential ENERGY STAR Lighting Program
Program Background	
Budget	We have a total DSM budget and do not divide this by individual technology like lighting.
Goals and Objectives	Overall Goal: The overall goal of our lighting program is to increase the number of ENERGY STAR CFLs and light fixtures that are purchased and installed by SMMPA Member customers. Evaluation Methods: We evaluate our results by number of CFLs purchased/rebated.
Contact	John O'Neil, Manager of Energy Efficiency & Member Support Programs 507-292-6443, jp.oneil@smmpa.org
Web Site	http://www.SaveEnergyInMyCommunity.com
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs and LED bulbs. Our incentive is structured to help promote the purchase of specialty CFLs and new ENERGY STAR-rated LED bulbs. 2011 Budget: We have a total DSM budget and do not divide this by individual technology. Promotion: We promote this program through incentives, direct mail to customers, partnerships with trade allies/retailers, education displays at Member local libraries, info on Member websites, newspaper inserts/ads, and through the national Savings With A Twist (formerly Change A Light) CFL instant rebate campaign. Program Target: The program is targeted to residential and low-income customers of our Member utilities.
Fixtures	Technologies Included: ENERGY STAR LED Fixtures, CFL Fixtures, Torchieres, Ceiling Fans w/Lights, and Ceiling Fan Light Kits 2011 Budget: We have a total DSM budget and do not divide this by individual technology. Promotion: We promote this program through incentives, direct mail to customers, partnerships with trade allies/retailers, education displays at Member local libraries, info on Member websites, and newspaper inserts/ads. Program Target: The program is targeted to residential and low-income customers of our Member utilities.
Other Technologies	No
Comprehensive	We do for C&I customers but not currently for residential customers.

Lighting Programs	
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	We have not started planning for 2012 yet.

Organization	Tacoma Power
Type	Public Power Utility
Service Territory	Approximately 168,000 residential customers in the City of Tacoma and areas of Pierce County, WA.
Program Name	“Switch & Save” Retail CFL and Fixture promotion, Energy Star Residential Light Fixture Program, CFL Distribution
Program Background	
Budget	Approximately \$2.5 million
Goals and Objectives	Overall Goals: Programs hope to claim 370,000 CFLs and 16,400 fluorescent fixtures in 2011 for a total of 1.54 aMW. Primary goals and objectives include encouraging the purchase of efficient lighting products by providing incentives consistent with area utility offers, encourage retailers to stock a variety of CFL products, and provide information to customers to encourage proper disposal of energy efficient lighting products.
Contact	Hollis Tamura 253-502-8643, htamura@cityoftacoma.org
Web Site	http://www.knowyourpower.com
2011 Program Components	
Replacement Lamps	Replacement CFLs in the Switch & Save program include specialty and standard spirals of various wattages. Standard CFLs have an incentive of up to \$1.50 per bulb and Specialty CFLs have an incentive of up to \$2.50 per bulb. Point of purchase marketing is prominent in all participating drug, grocery and big box retailers. The program has been promoted through Utility newsletters, bill stuffers, and websites as well as, billboards and bus ads throughout our service territory. In-store POP and events are also a major component of promoting the program. Tacoma Power plans to put an emphasis on specialty CFLs in 2011. The 2011 budget is approximately 1.5 million. The 2011 CFL distribution budget is approximately \$500,000. CFLs are distributed at community events, weatherization audits, Tacoma Power workshops, and a variety of other methods.
Fixtures	Energy Star rated fluorescent fixtures qualify for a \$20 incentive through participating lighting Showrooms and Distributors, and \$10 through Retailers. Point of purchase marketing is prominent in all participating partner locations. The program targets residential customers, residential builders and developers, and multifamily complexes. The 2011 budget is approximately \$500,000.
Other Technologies	LEDs are not currently in Tacoma Power’s lighting programs and savings goals. There is a possibility LEDs will be added in 2011 if they become cost effective and saving assumptions become available.
Comprehensive Lighting Programs	Currently, plans are to include community based mass distribution, direct mail, and Multi Family direct install programs.
Research	In 2008, Tacoma Power completed a CFL saturation study to determine market penetration and what CFL opportunities remain in the service territory.
Lighting for	As a Lighting for Tomorrow Sponsor, Tacoma Power continues to use the material as an

CEE Residential Lighting Program Summary

Tomorrow	outreach tool along with incentives to bring attention to and educate architects, builders, developers and interior designers of both single and multifamily construction of the availability of efficient and attractive lighting.
Future Program Components	
Plans for 2012	CFLs: over 230,000 specialty CFLs; Fixtures: over 18,000

Organization	Tucson Electric Power
Type	Electric Utility
Service Territory	365,157 residential customers in Tucson, AZ and surrounding area
Program Name	Energy Star CFL Buy-down Program
Program Background	
Budget	\$1,582,000 for Calendar year 2011
Goals and Objectives	Overall Goals: 1,139,320 lamps sold for a projected savings of 64,067,811 kWh Evaluation Methods: Program is also evaluated by number of participating manufacturers and retailers, and total expenses
Contact	Jeff Hunter, Commercial Program Manager 520-918-8336, jhunter@tep.com
Web Site	http://www.tep.com
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs and Specialty CFLs only 2011 Budget: No separate budget from above Promotion: Incentives are used to buy down the price at the manufacturer level, and the price reduction is passed on by retailers. The program includes marketing and consumer education regarding CFLs. Program Target: Consumers, retailers, and manufacturers
Fixtures	No
Other Technologies	Not at this time
Comprehensive Lighting Programs	Not at this time
Research	Not at this time
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	No changes planned

Organization	Unitil
Type	Electric & Gas Utility
Service Territory	63,710 residential electric customers in New Hampshire
Program Name	ENERGY STAR Lighting Program
Program Background	
Budget	The 2011 budget is \$39,500.
Goals and Objectives	Overall statewide goals of New Hampshire utilities running the ENERGY STAR Lighting Program are to save 53,261,421 lifetime kWh for 242,623 lighting rebates. There are about 150 participating lighting retailers statewide. Evaluation Methods: We are always looking for sales data ENERGY STAR v non-ENERGY STAR and how many customers use instant rebates v buy products without using the rebates. Sources of information are inconsistent.
Contact	Rebecca Scott, Lighting Program Administrator 603-294-5126, scott@unitil.com
Web Site	http://www.unitil.com
2011 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs, fixtures and LED fixtures 2011 Budget: \$1,091,426 is the statewide lighting program budget which includes retail and catalog components of the program. Promotion: The program is promoted through retail POP, catalogs, bill inserts, energy fairs and speaking engagements and verbally by customer service representatives. Program Target: The program targets residential and small business customers of four electric utilities within the state.
Fixtures	Technologies Included: ENERGY STAR CFLs and LEDs are included in the program 2011 Budget: Approximately 10% or \$100,000/yr Promotion: Fixtures are promoted through POP at 150 retailers, a lighting catalog, bill inserts and on web sites Program Target: The program is targeted to residential and small business customers.
Other Technologies	No
Comprehensive Lighting Programs	Controls have been promoted in catalogs and bill inserts but without incentives.
Research	In the process of having a comprehensive lighting program evaluation, but the results are not due until December, 2011.
Lighting for	No

Tomorrow	
Future Program Components	
Plans for 2012	<p>The 2011 lighting program will be a continuation of rebates and education, but a new focus may be placed on education due to the EISA 2007 beginning on 01/01/12. Savings will start to decrease due to more efficient incandescent bulbs (starting at 100W going to no more than 72 watts), but the savings is still cost effective to keep the program going. We want to avoid customer hoarding of incandescent bulbs. This effect would hurt energy savings for many years to come.</p>

CEE Residential Lighting Program Summary

Organization	UNS Electric, Inc.
Type	Electric Utility
Service Territory	79,483 residential customers in Mohave and Santa Cruz Counties in AZ
Program Name	Energy Star CFL Buy-down Program
Program Background	
Budget	\$361,000 for Calendar year 2011
Goals and Objectives	Overall Goals: Lamps sold for a projected savings of 11,946,819 kWh Evaluation Methods: Program is also evaluated by number of participating manufacturers and retailers, and total expenses.
Contact	Jeff Hunter, Commercial Program Manager 520-918-8336, jhunter@tep.com
Web Site	http://www.tep.com
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs and Specialty CFLs only 2011 Budget: No separate budget from above Promotion: Incentives are used to buy down the price at the manufacturer level, and the price reduction is passed on by retailers. The program includes marketing and consumer education regarding CFLs. Program Target: Consumers, retailers, and manufacturers
Fixtures	No
Other Technologies	Not at this time
Comprehensive Lighting Programs	Not at this time
Research	Not at this time
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	No changes planned

Organization	Vectren Energy Delivery
Type	Utility
Service Territory	120,000 residential customer in Southern Indiana
Program Name	Vectren's Conservation Connection
Program Background	
Budget	\$280,000
Goals and Objectives	Overall Goals: Energy savings goal of 3,690 MWh and 600 KW. The program will buy down the cost of the CFLs. Estimated participation is 45,000 bulbs.
Contact	Amanda Eades, Conservation Coordinator 812-491-4808, aeades@vectren.com
Web Site	http://www.vectren.com
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs and specialty CFLs 2011 Budget: \$280,000
Fixtures	No
Other Technologies	No
Comprehensive Lighting Programs	No
Research	No
Lighting for Tomorrow	No
Future Program Components	
Plans for 2012	N/A

CEE  Residential Lighting Program Summary

Organization	Xcel Energy
Type	Utility
Service Territory	3.2 million residential customers
Program Name	Home Lighting
Program Background	
Budget	The 2011 budget is \$8,000,000 over MN, CO, and NM.
Goals and Objectives	Overall Goals: Savings associated with the quantities sold (MN 1 million bulbs, CO 1.37 million bulbs, NM 150,000 bulbs) Evaluation Methods: kW, kWh, NTG
Contact	Kim Sherman 612-337-2360, kim.sherman@xcelenergy.com
Web Site	http://www.responsiblebynature.com , http://www.xcelenergy.com/homelighting
2011 Program Components	
Replacement Lamps	Technologies Included: CFLs 2011 Budget: Budget is entirely for replacement lamps Promotion: Incentives, advertising, education Program Target: Consumers
Fixtures	No
Other Technologies	No
Comprehensive Lighting Programs	No
Research	Yes
Lighting for Tomorrow	Xcel Energy is a sponsor of Lighting for Tomorrow.
Future Program Components	
Plans for 2012	N/A